

1/21

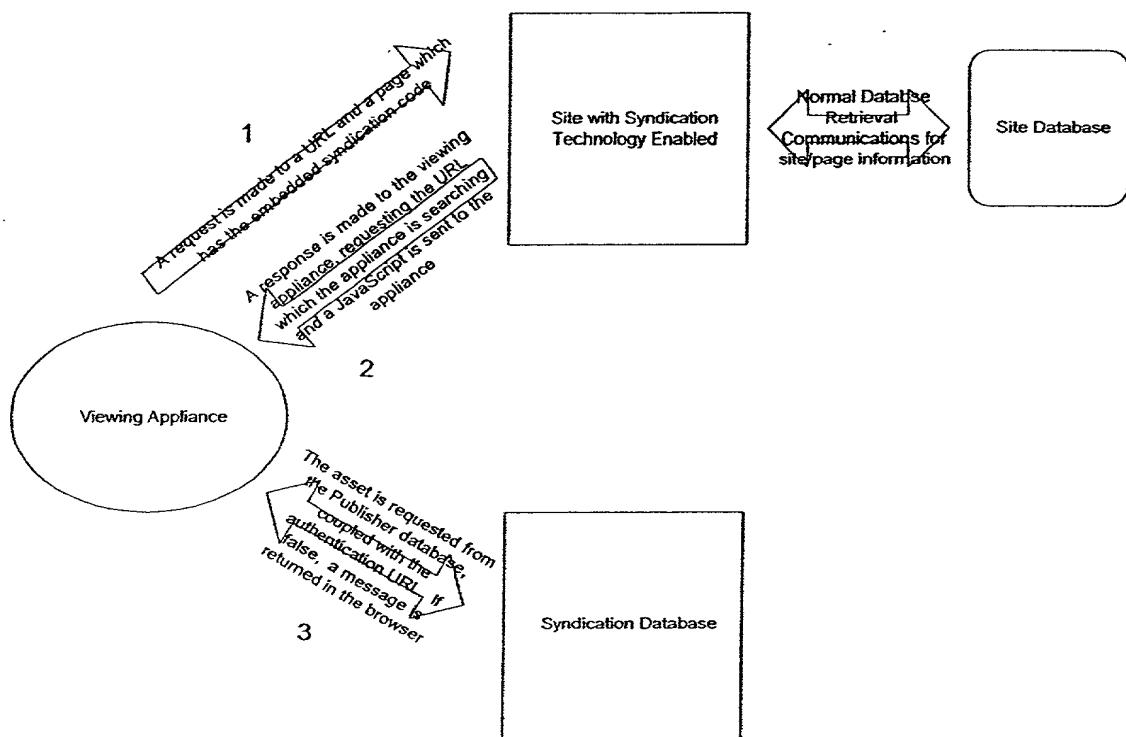


Figure 1

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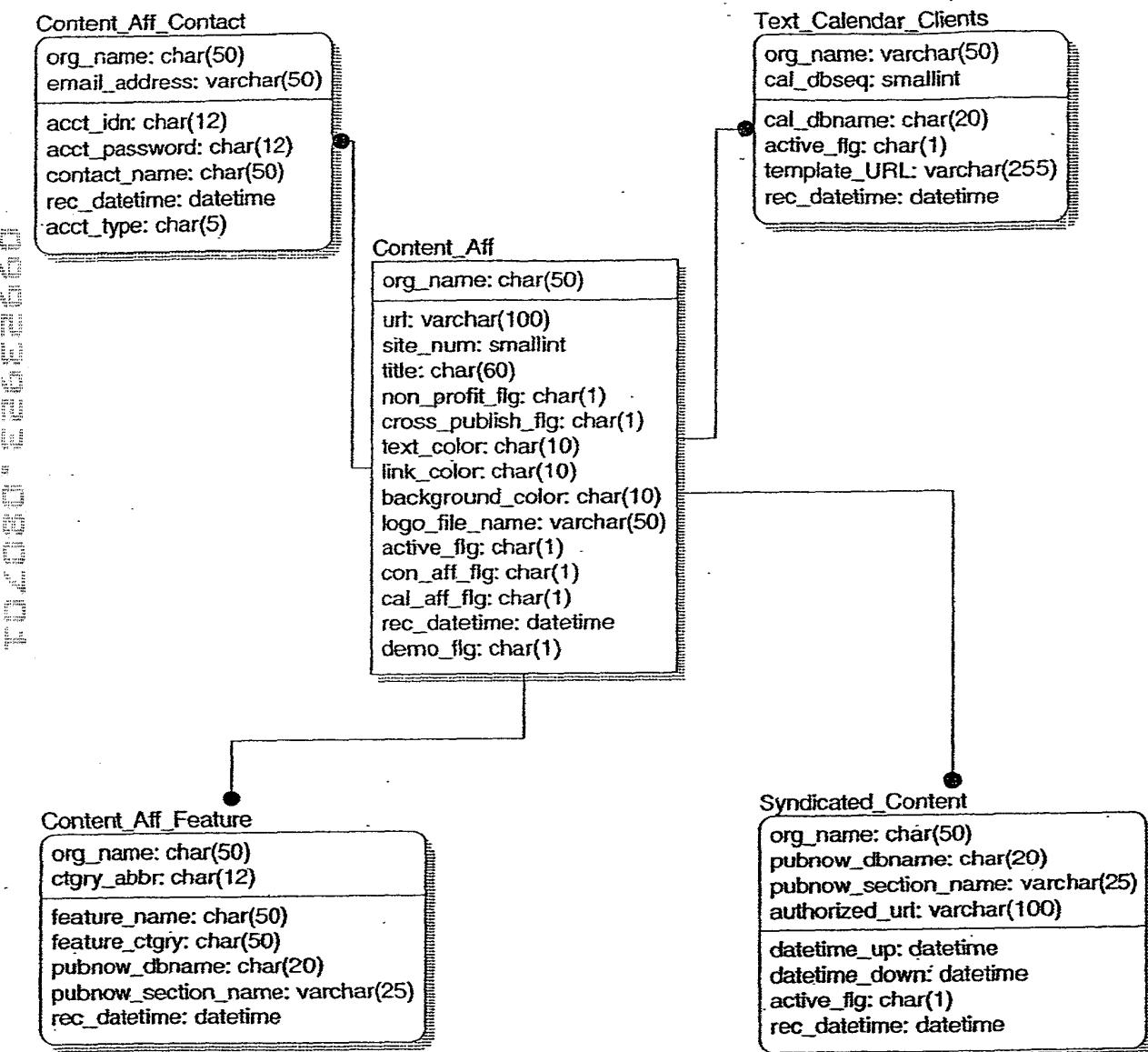


Figure 2

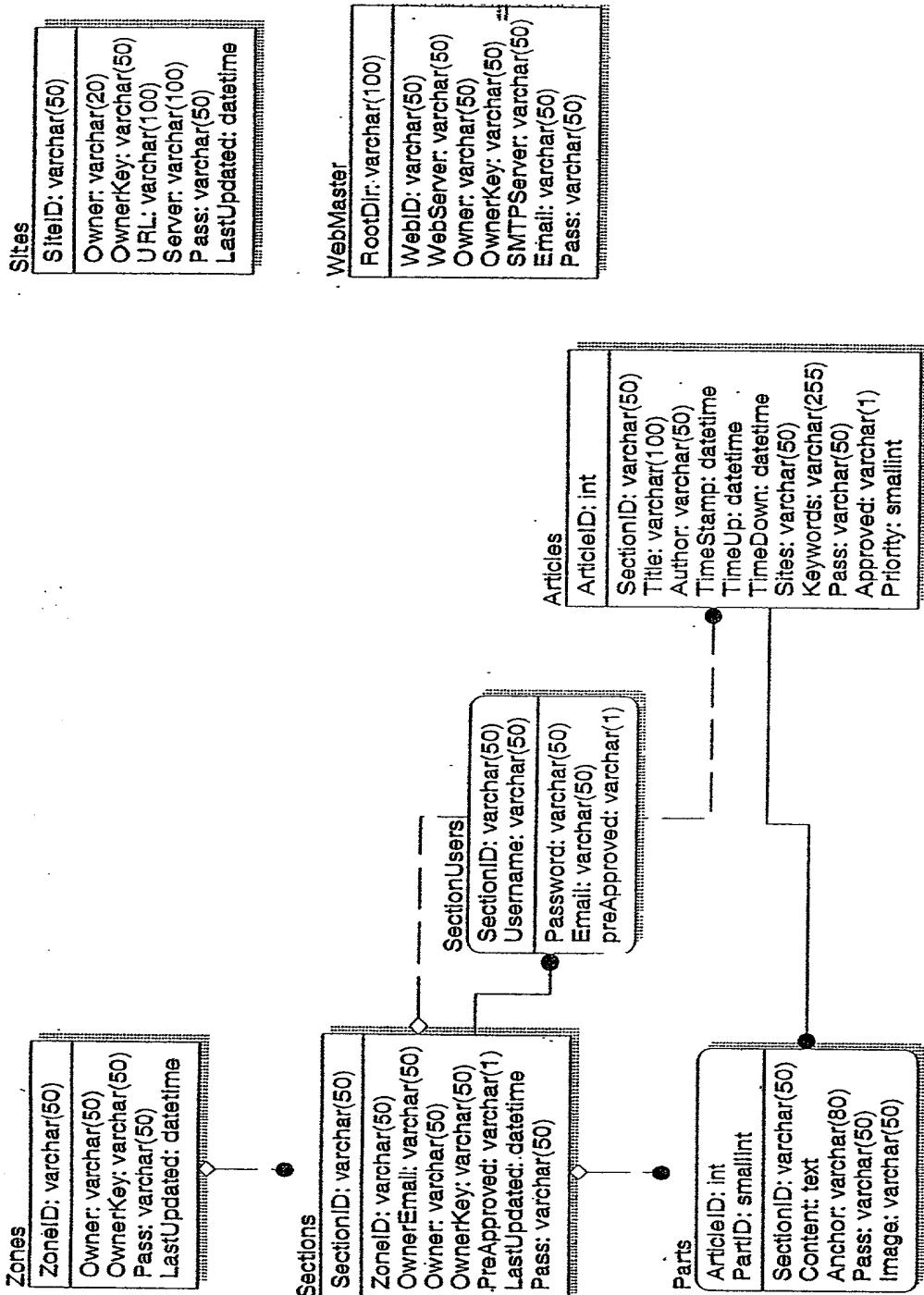


Figure 3

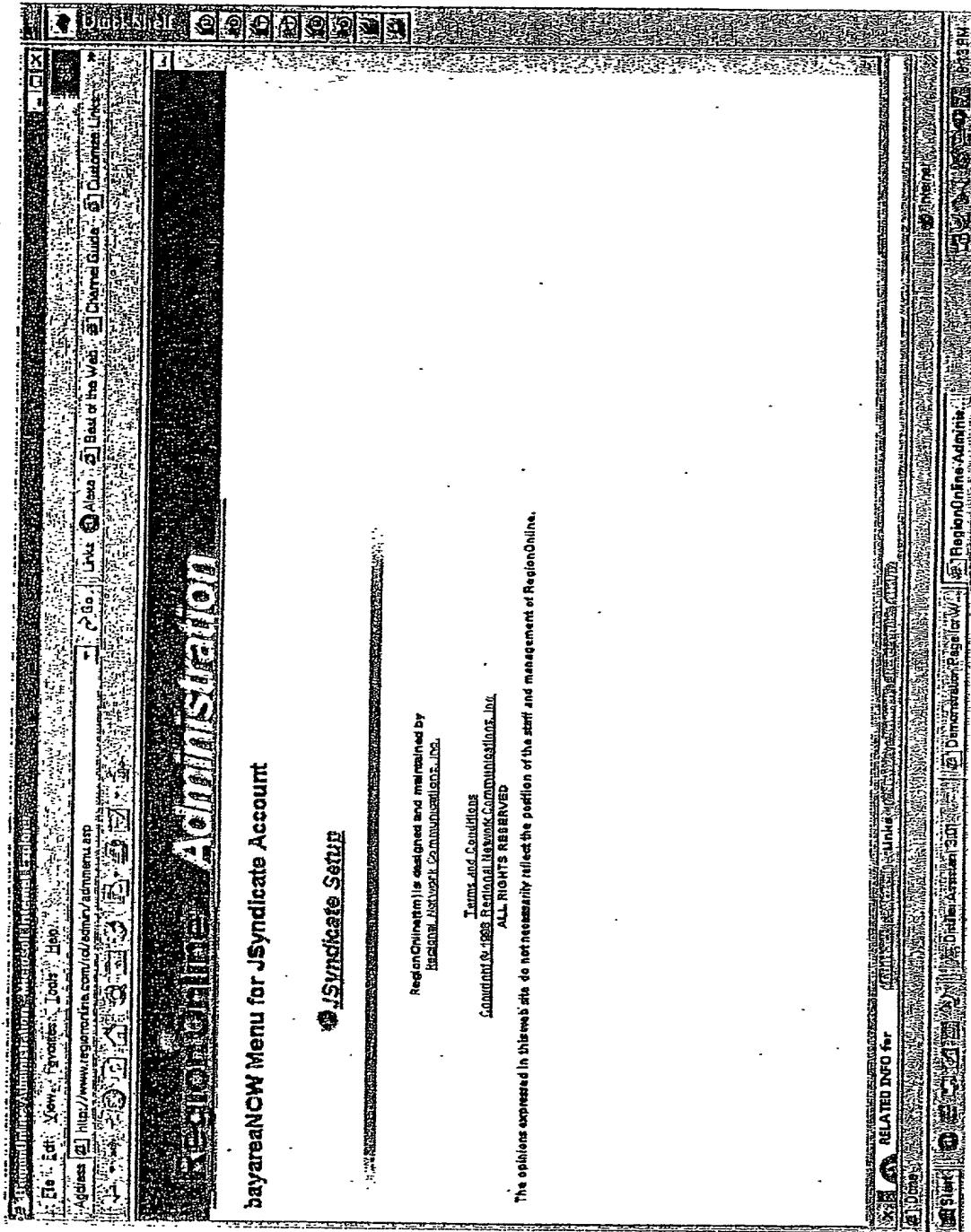


Figure 4

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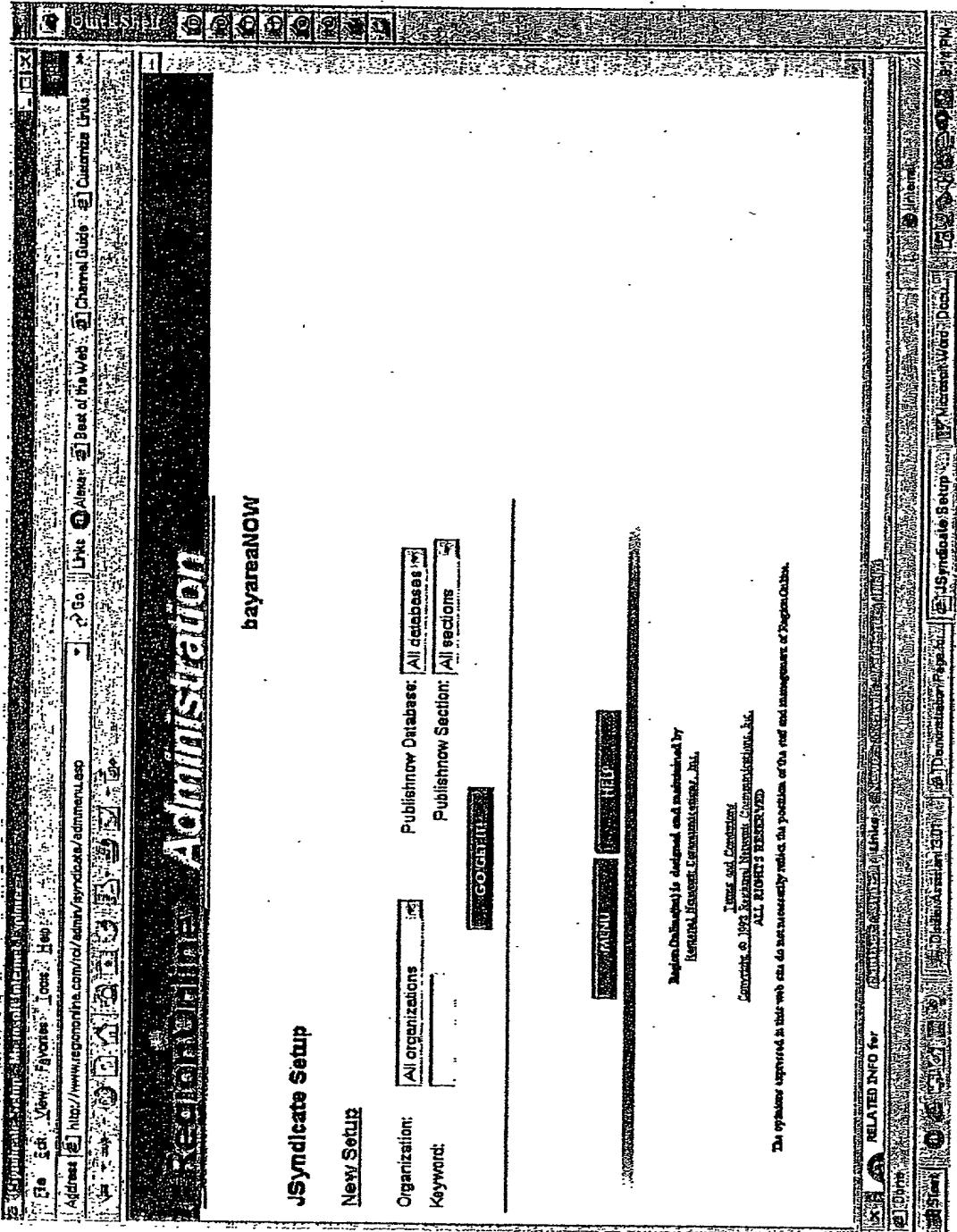


Figure 5

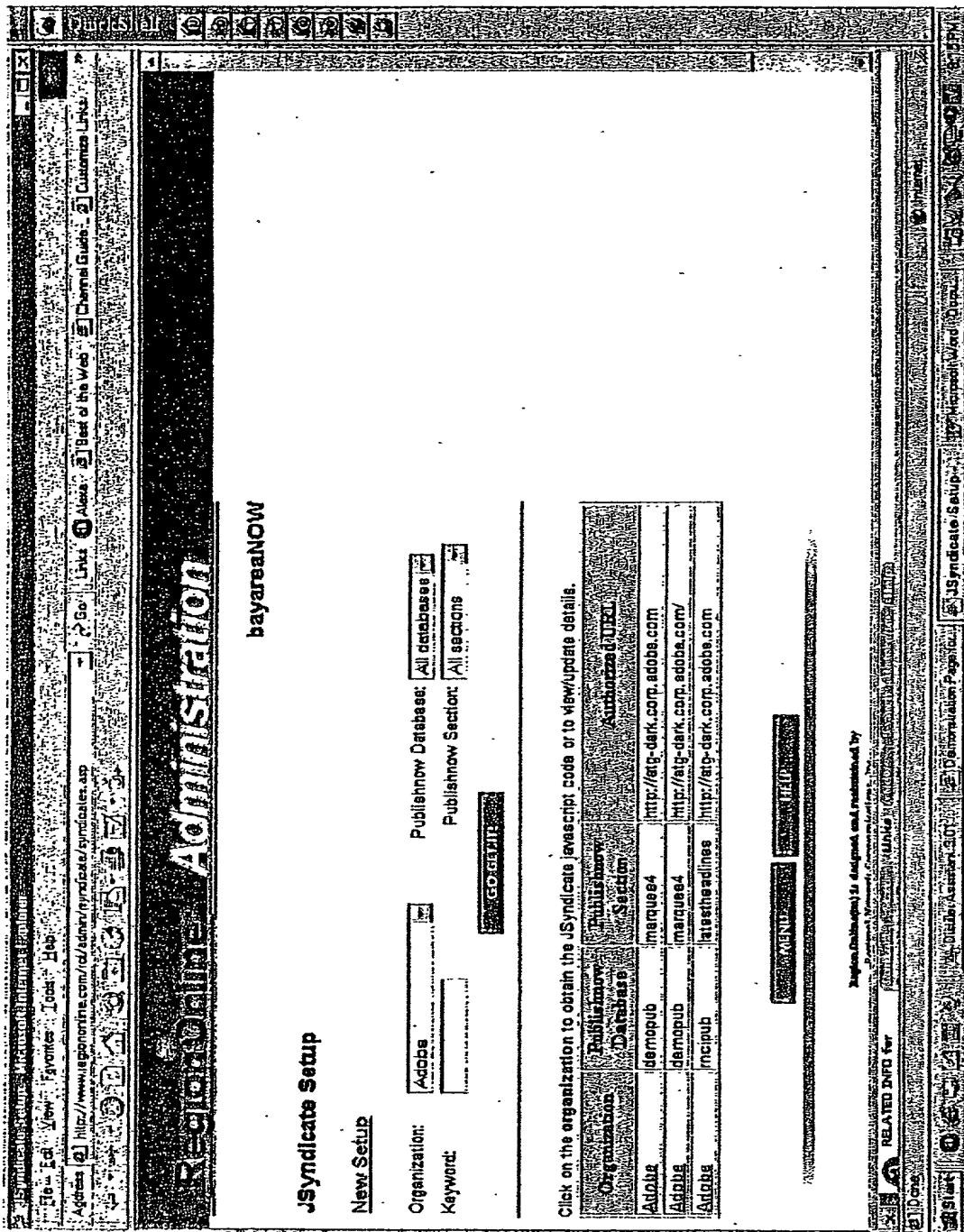


Figure 6

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Title: Syndication Methodology to Dynamically Place Digital Assets on Non-Related Web Sites
Inventor: Richard D. Martin et al.
Attorney Docket No. 401-13U1

7/21

Title: Syndication Methodology to Dynamically Place Digital Assets on Non-Kept Web Sites Inventor: Richard D. Martin et al. Attorney Document No. 401-13U1

Organization	BAY AREA JOURNALIST RECORD		
Publication Database			
Country Selection			
Automated			
Area	Yes <input checked="" type="checkbox"/>		
Start Date	02	22	2000
End Date	02	22	2010

Syndicate Setup

[Go Back]

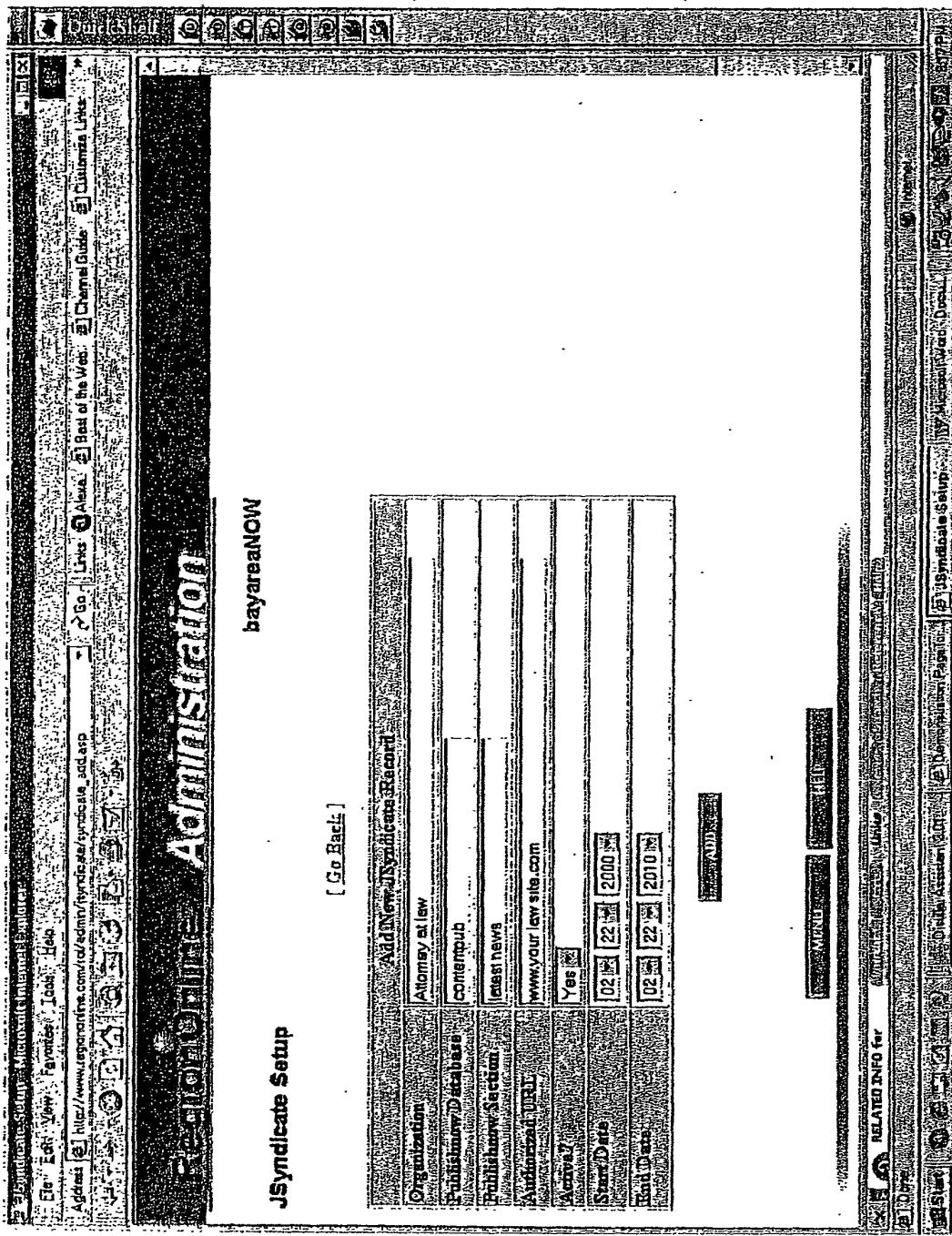
hayareaNOW

Jsyndicate Administration

Address [2] <http://www.legionsoft.com/adm/jsyndicate/admin> [2] [Back to the Web](#) [2] [Home Page](#) [2] [Customer Area](#)

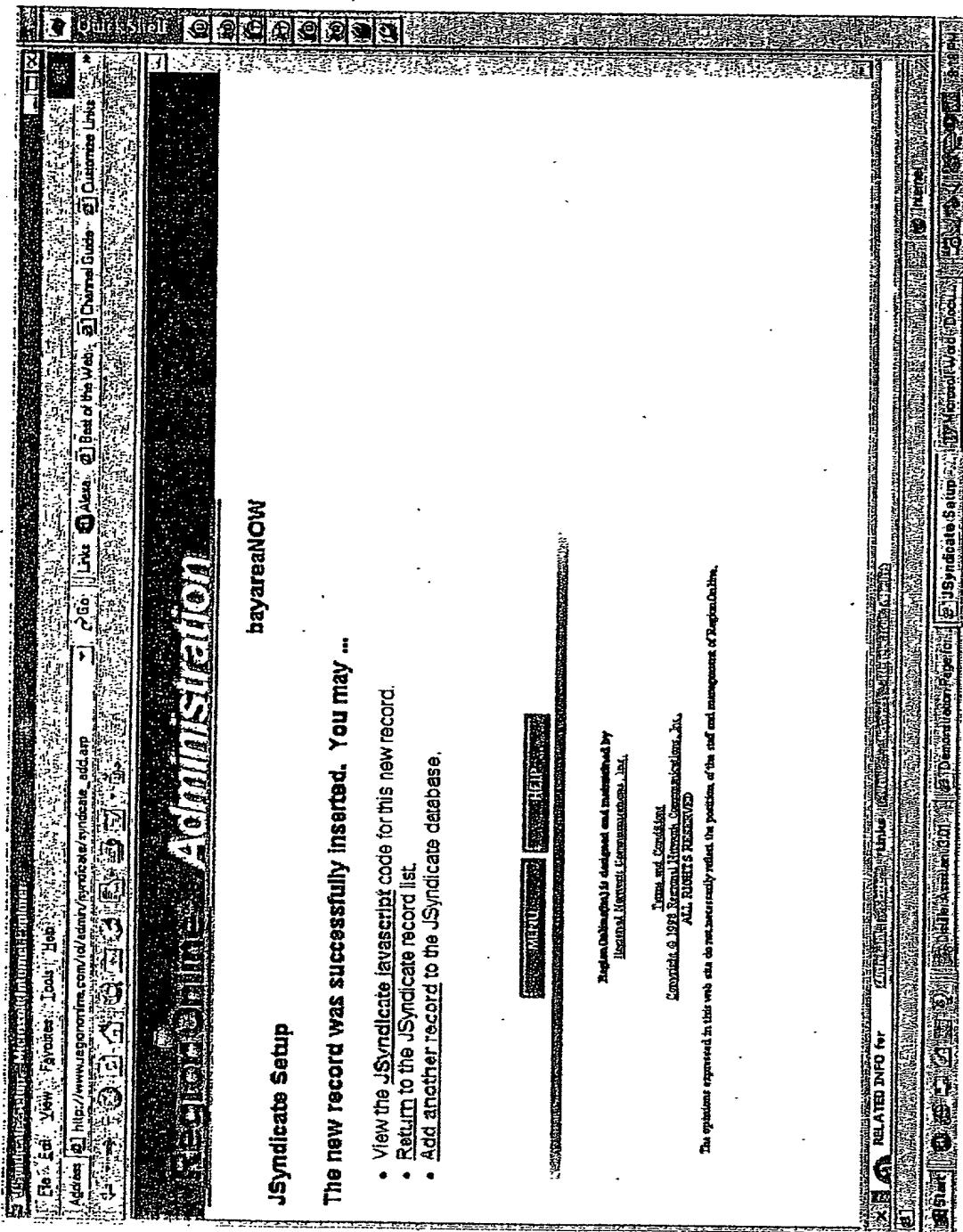
Figure 7

Figure 8



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Figure 9



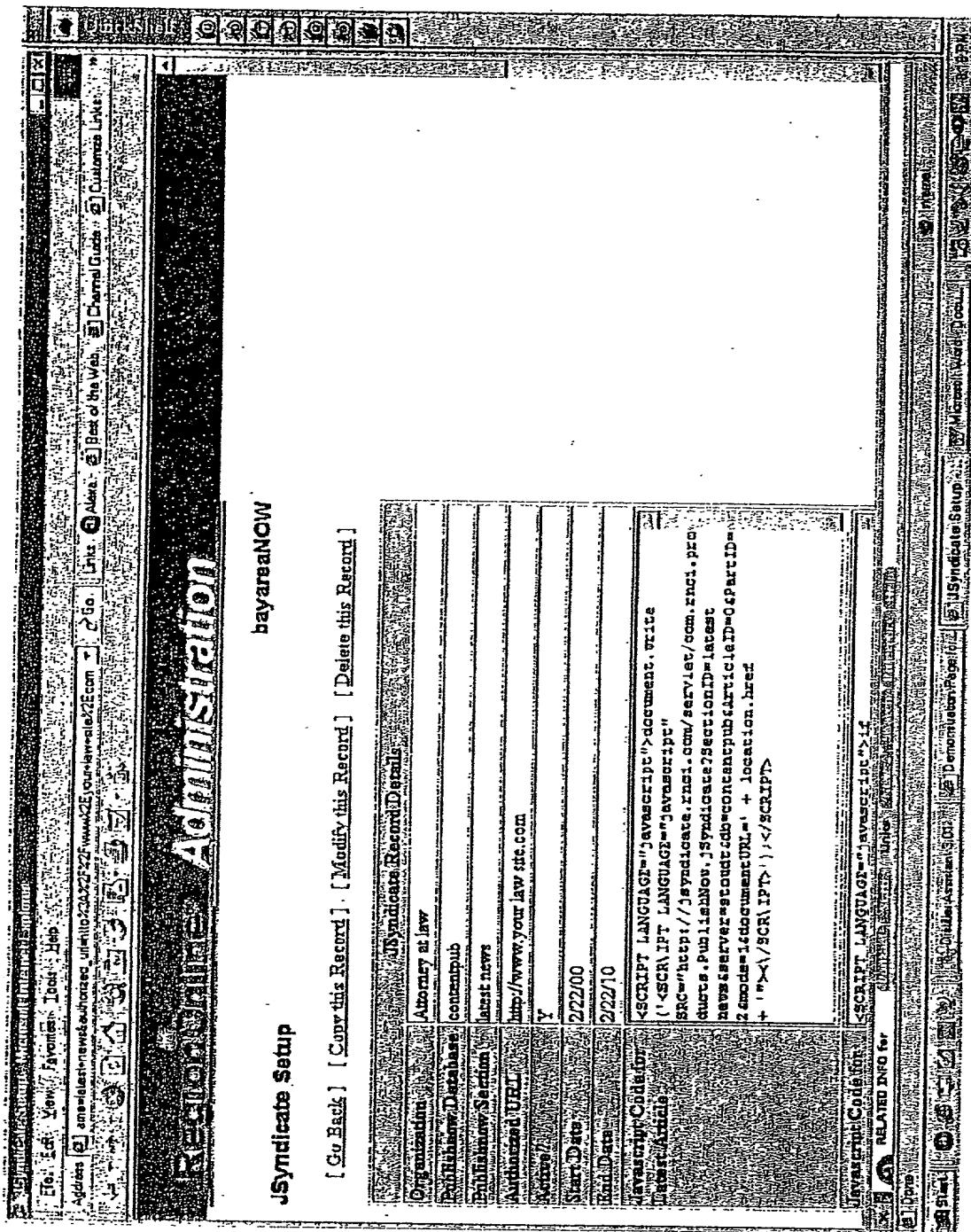


Figure 10A

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Figure 10B

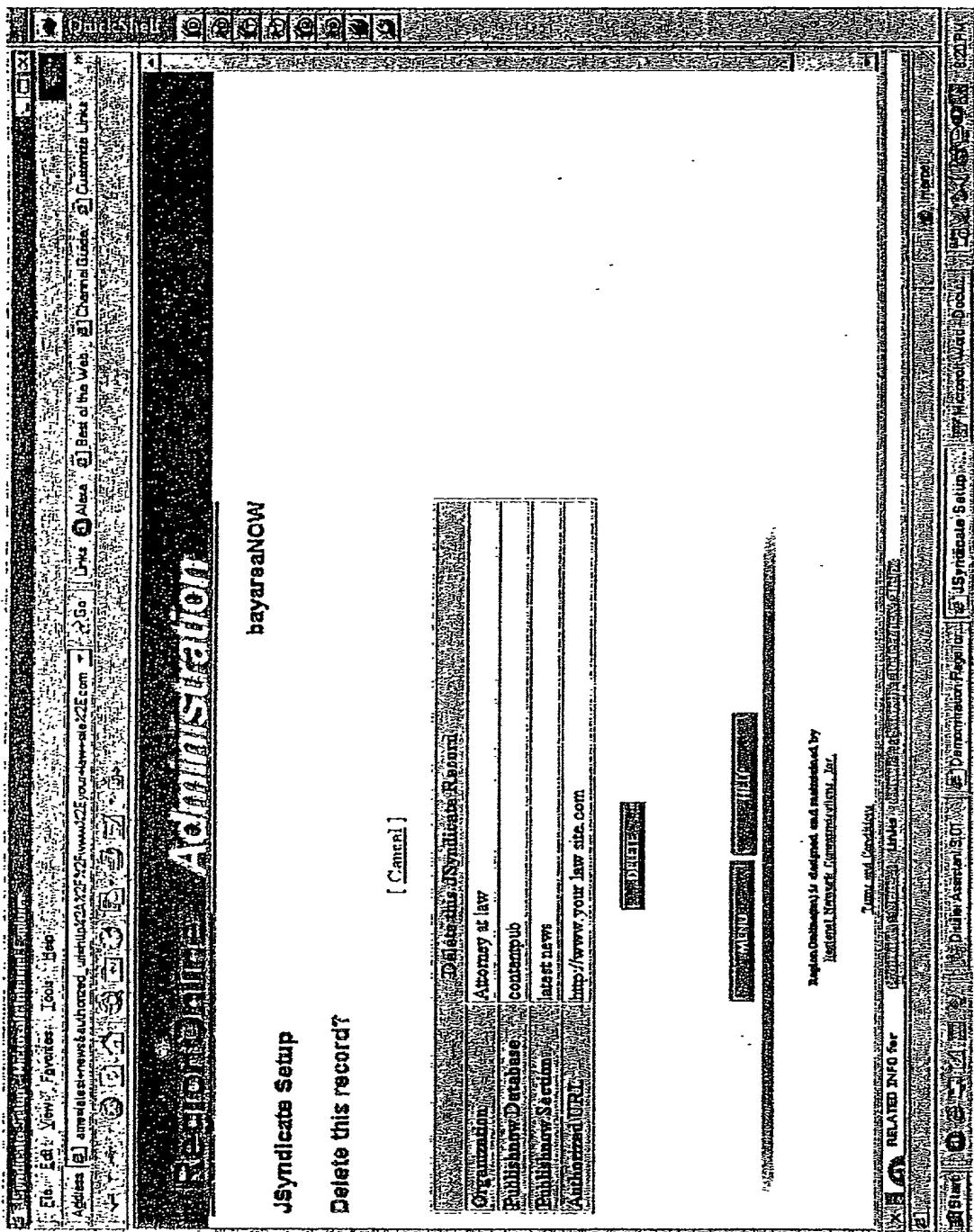
```

Java Script Code for
Latest Article and
Links to Last 10
Archives
document.write('<SCRIPT LANGUAGE="JavaScript">' +
  'location.search.indexOf("sectionID") == -1 &gt;' +
  'document.write('<SCR>IPT LANGUAGE="JavaScript"' +
    'SRC="http://syndicate.rnci.com/servlet/com.rnci.pro' +
    'ducts.PublishNow.JSyndicate?SectionID=' + location.search.
    + 'documentURL" + location.href
    + '<SCR>IPT</SCR>IPT' + ')>') else ( document.write
    ('<SCR>IPT LANGUAGE="JavaScript"' +
      'SRC="http://syndicate.rnci.com/servlet/com.rnci.pro' +
      'ducts.PublishNow.JSyndicate?SectionID=' + location.href.
      + 'documentURL" + location.href
      + '<SCR>IPT</SCR>IPT' + ')>') </SCRIPT><SCRIPT
LANGUAGE="JavaScript">document.write('<SCR>IPT
SRC="http://syndicate.rnci.com/servlet/com.rnci.pro' +
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  + 'documentURL" + location.href
  + '<SCR>IPT</SCR>IPT' + ')>') </SCRIPT>

```

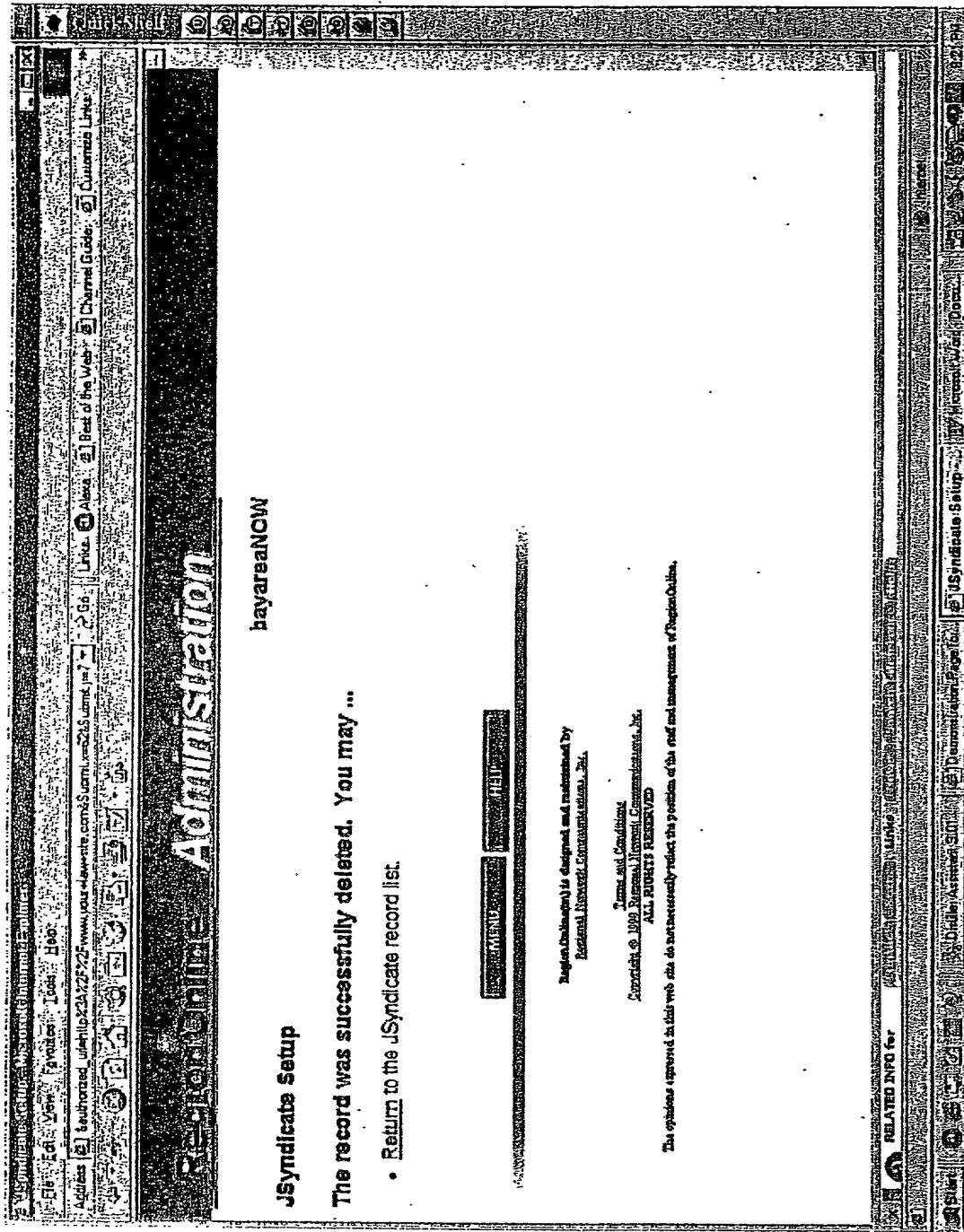
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Figure 11



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Figure 12



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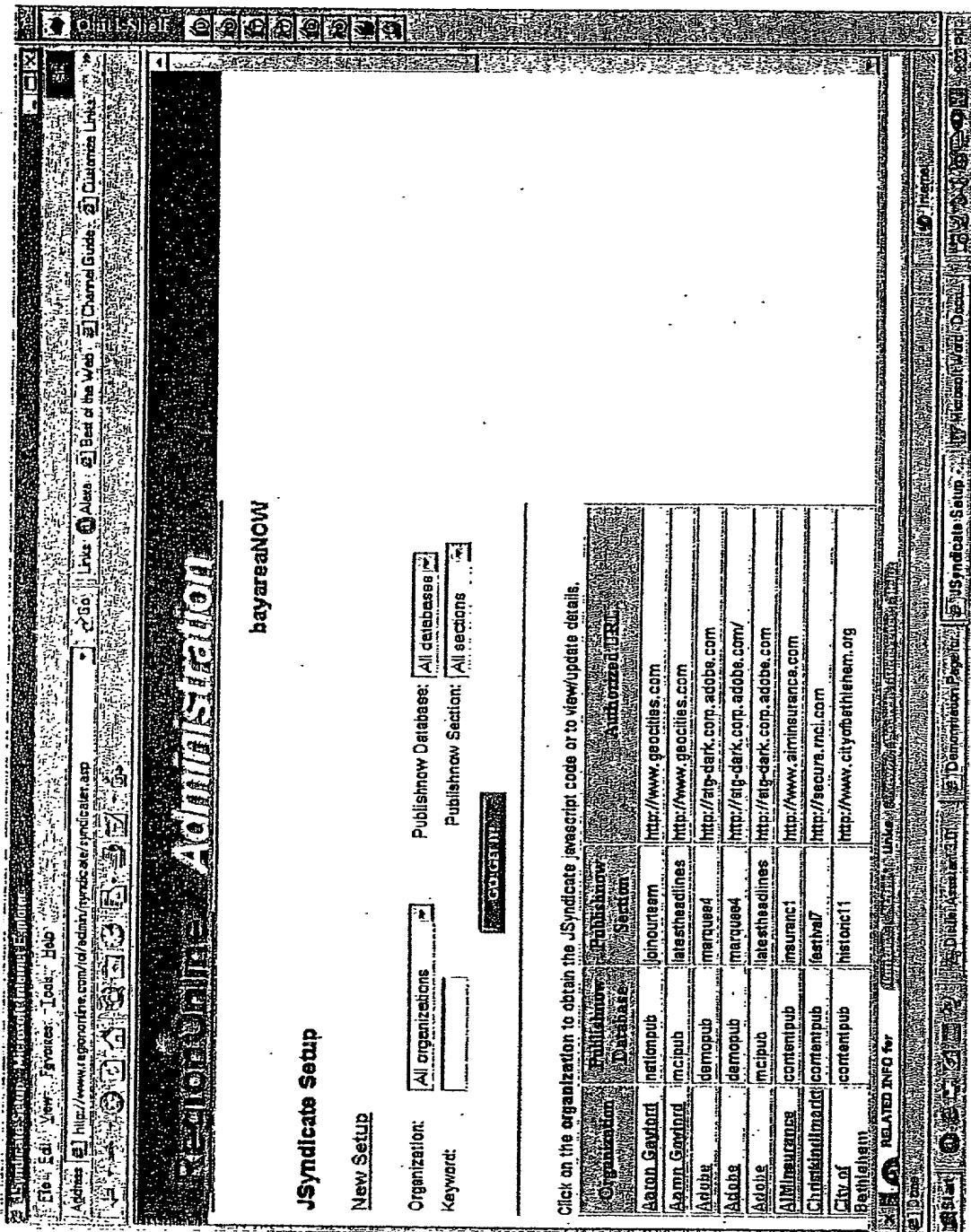


Figure 13A

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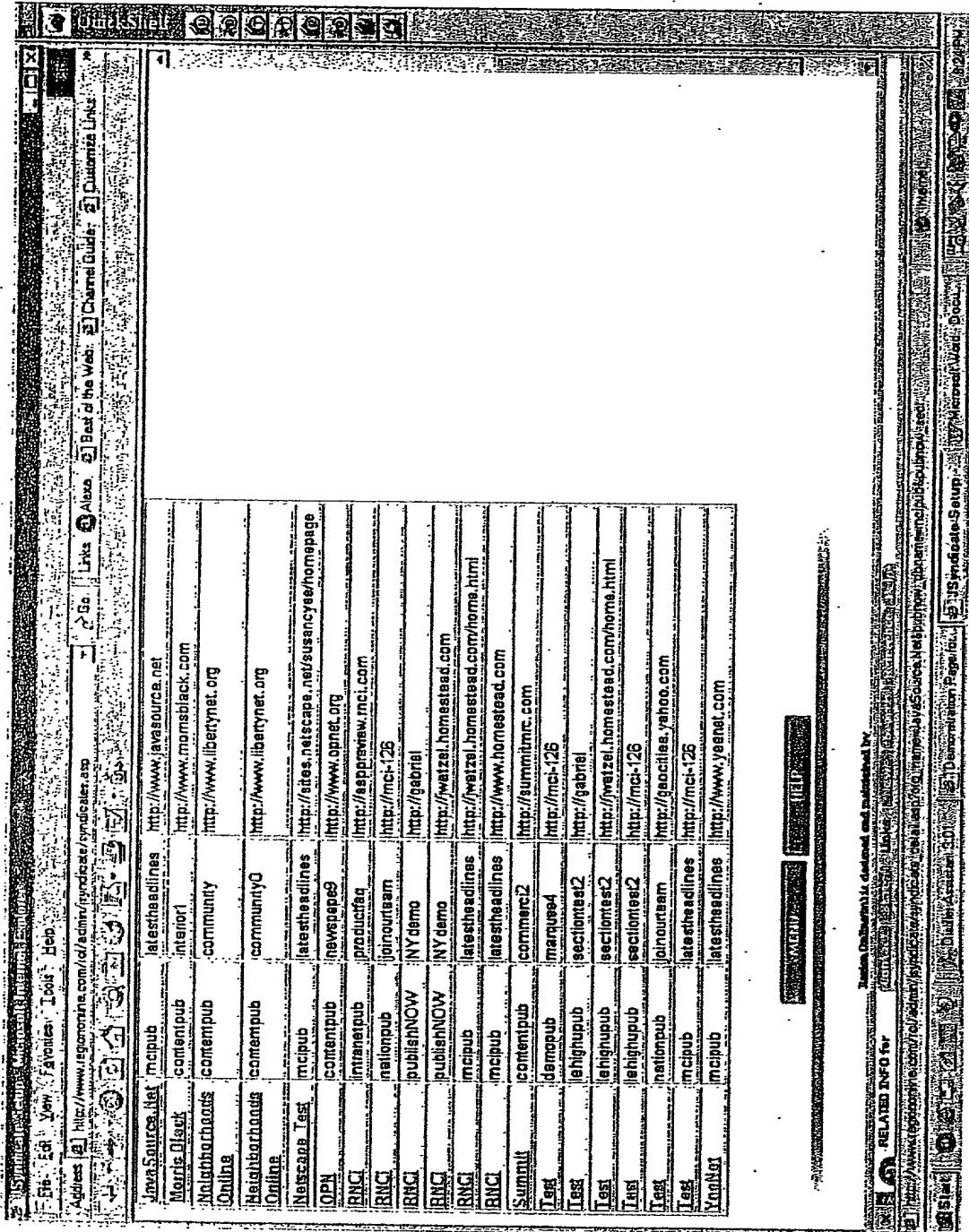
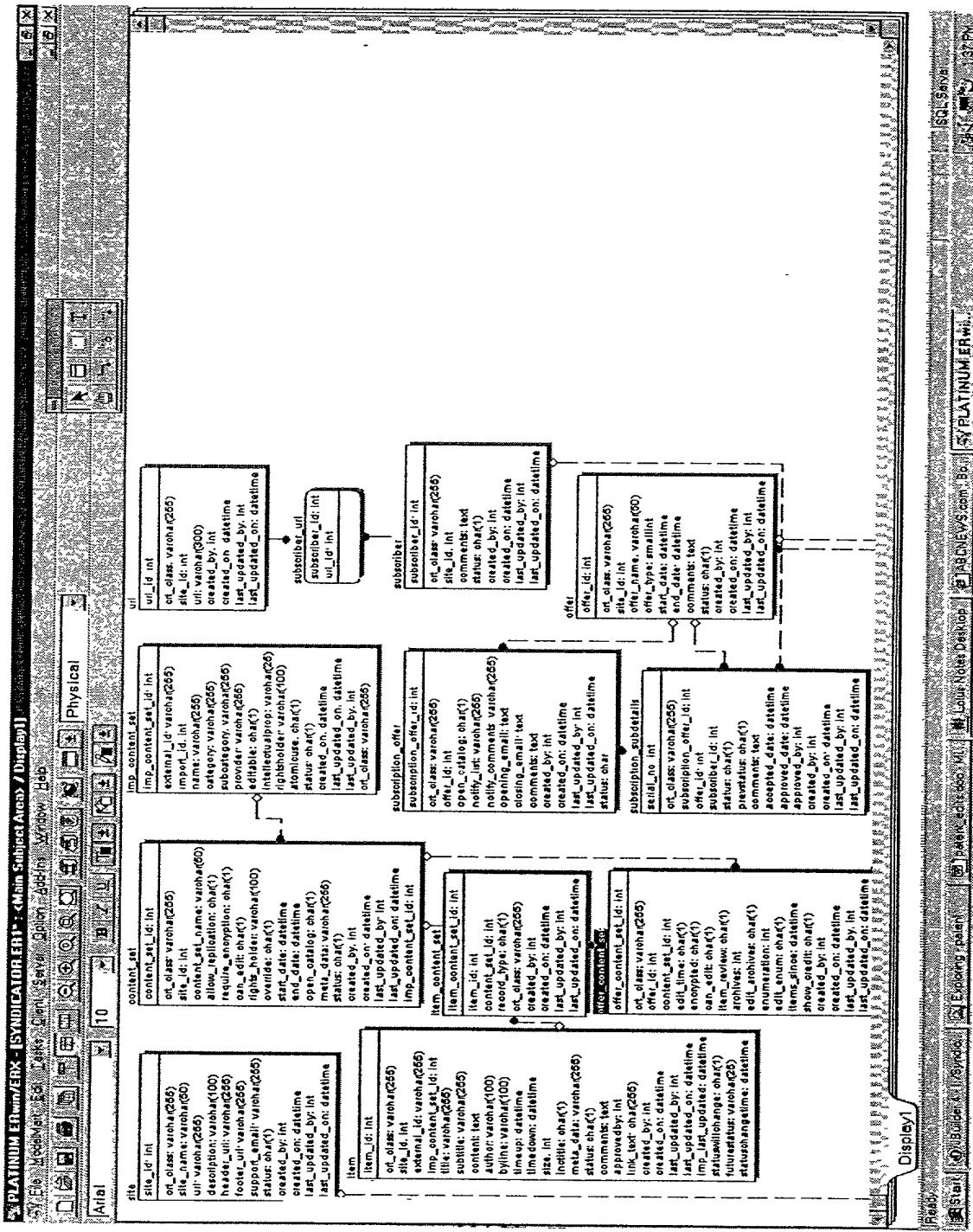


Figure 13B

Figure 14



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SYNDICATOR

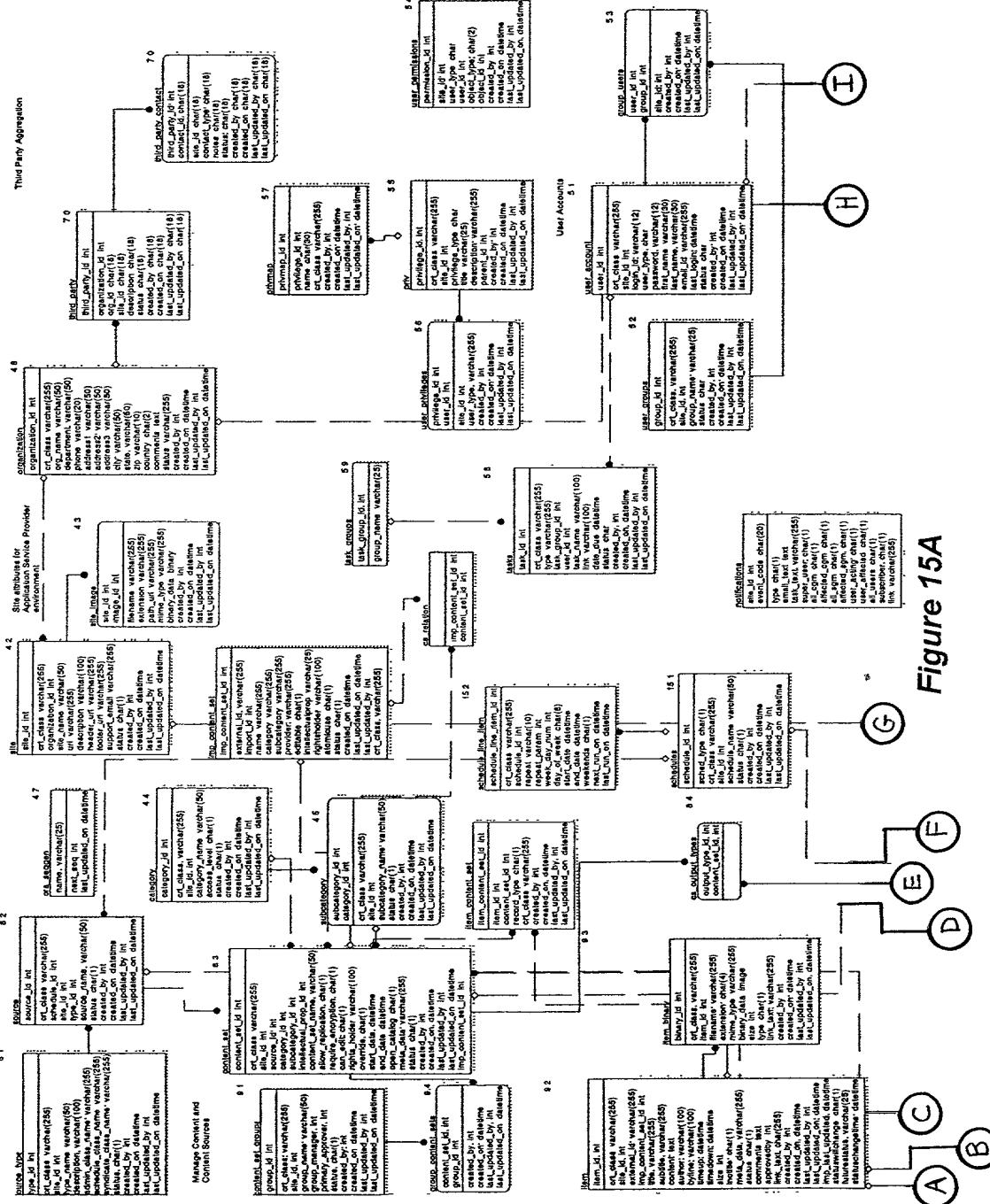


Figure 15A

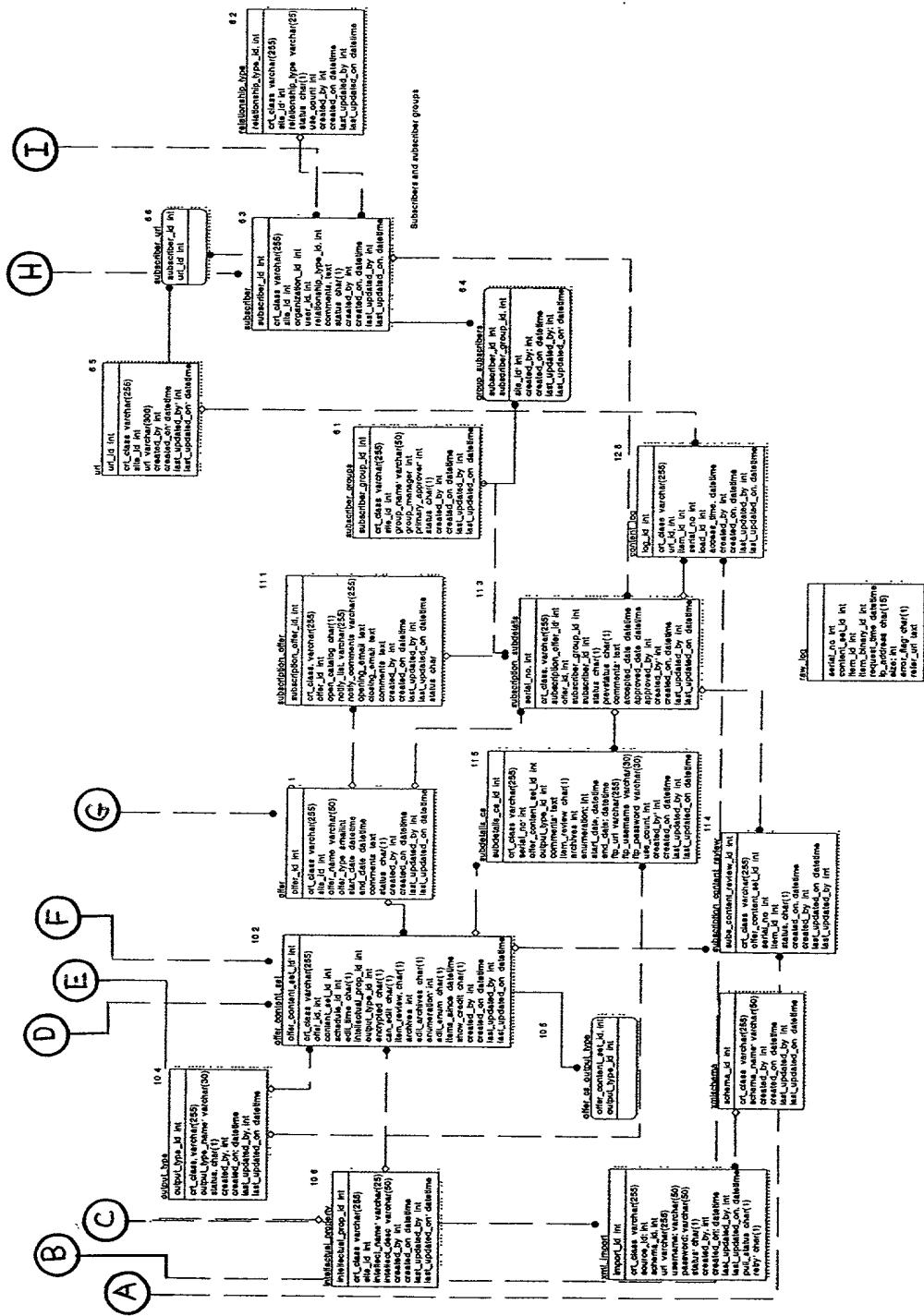
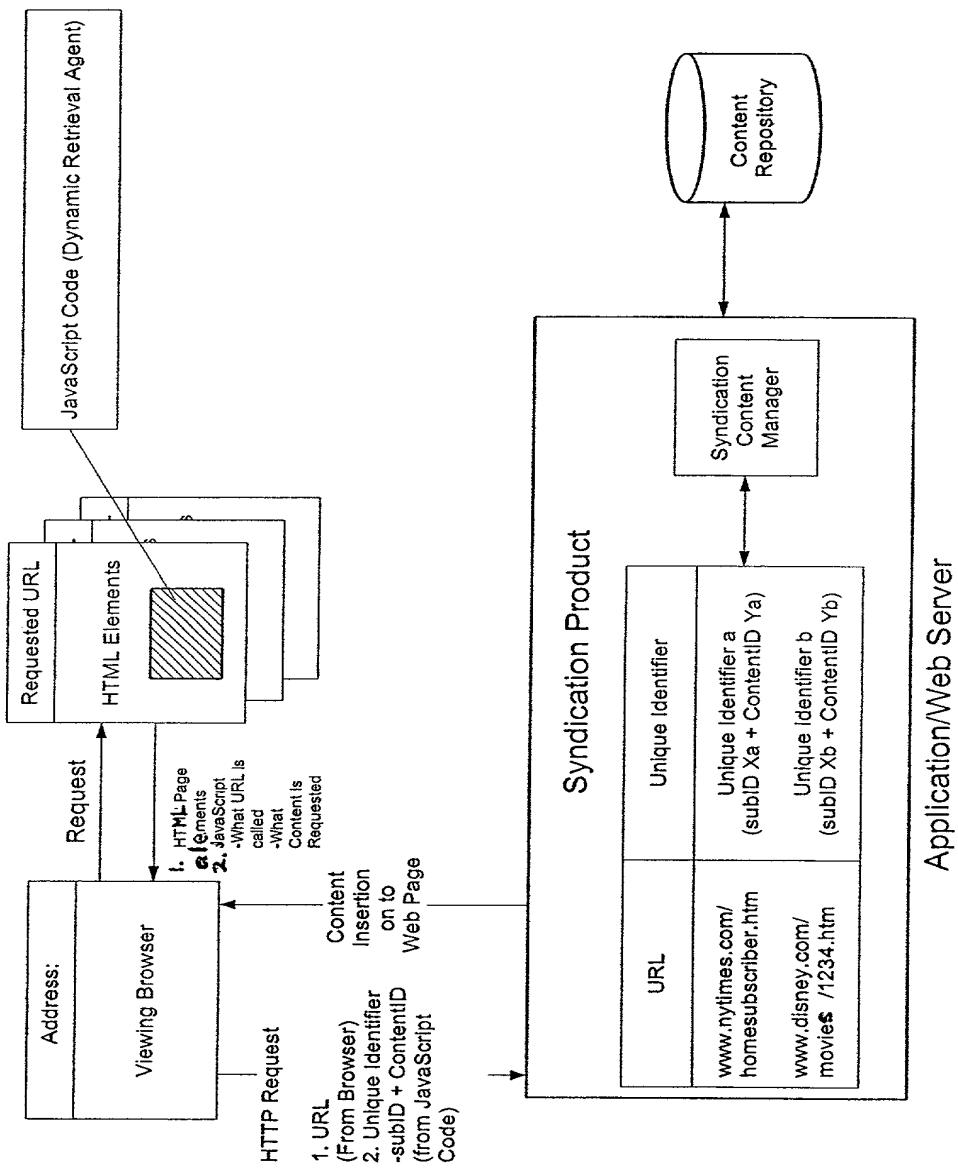


Figure 15B

Figure 16



Subscriber ADP Example from Syndicator 3.0

```
<SCRIPT LANGUAGE="javascript">
if (location.search.indexOf("j3serial") != -1) {
document.write('<SCR\IPT LANGUAGE="Javascript" '
SRC="http://localhost:8080/servlet/com.activatedatax.products.syndicator.export.ADPEExport' +
location.search + '&j3aurl=' + escape(location.href) + "'><\!/SCR\IPT> ') ;
} else {
document.write('<SCR\IPT LANGUAGE="Javascript" '
SRC="http://localhost:8080/servlet/com.activatedatax.products.syndicator.export.ADPEExport?j3serial=
1900002&j3sub=190000001&j3ocset=19000023&3A19000020&3A19000017&3itemid=0&j3fullnum=083083A0&3a
rnum=1083A1083A0&j3wwwwindow=false&j3showdates=false&j3url=' + escape(location.href) +
'&j3rand=' + escape(Math.random()) + "'><\!/SCR\IPT> ') ;
}
</SCRIPT>
```

Figure 17

Admin ADP For Randomizer/Blurb Machine

```
<SCRIPT LANGUAGE="javascript">
if (location.search.indexOf("jbact") != -1) {
document.write('<SCR\IPT LANGUAGE="Javascript" '
SRC="http://publisher3.activatedatax.com/servlet/com.activatedatax.products.Blurb.JBlurbAdmin' +
location.search + '&jbdurl=' + escape(location.href) + '&jbrand=' + escape(Math.random() +
'"><\!/SCR\IPT> ');
} else {
document.write('<SCR\IPT LANGUAGE="Javascript" '
SRC="http://publisher3.activatedatax.com/servlet/com.activatedatax.products.Blurb.JBlurbAdmin?jbsid=9
3117&jbdurl=' + escape(location.href) + '&jbrand=' + escape(Math.random() + '"><\!/SCR\IPT> ');
}
</SCRIPT>
```

Figure 18

Random Blurb Output ADP

```
<SCRIPT LANGUAGE="javascript">
document.write('<SCR\IPT LANGUAGE="Javascript" '
SRC="http://publisher3.activatedatax.com/servlet/com.activatedatax.products.Blurb.JBlurb?jbsid=931717
'><\!/SCR\IPT> ');
</SCRIPT>
```

Figure 19

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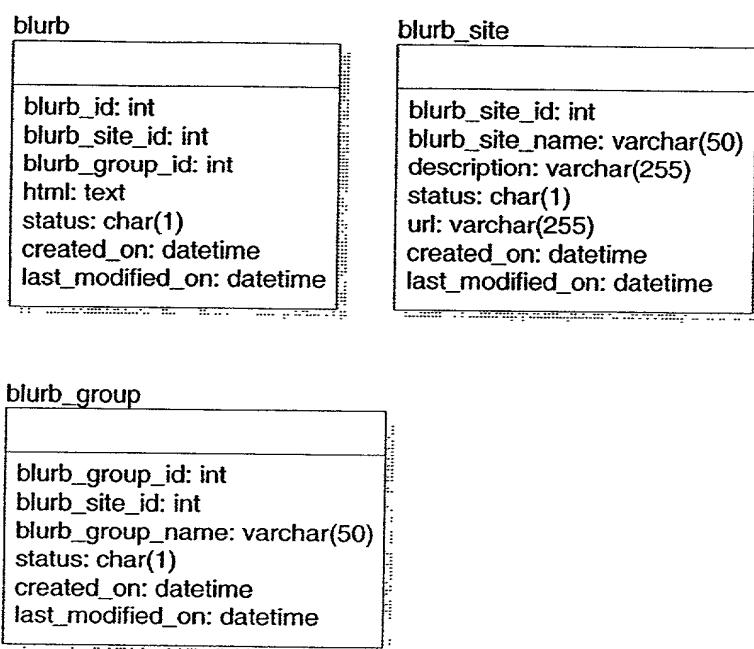


Figure 20